

ABSTRACT

Title : Influence of Quality Services Aspects to the Customer Satisfaction at PT Bina Guna Kimia Ungaran

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Global competition between company/Industry currently is not on quality and volume factor only, but also on customer service factor. Service to customer is a factor which make competition become tight, through a creation of various system, way, and new services model in fast moving and satisfy customer need.

A major problem and goal of this research was conducted to analyze the significance of its influence of variable responsiveness, assurance, empathy, tangibles and reliability toward customer satisfaction.

This research is using an explanatory research type with 110 respondents. The primary data was analyzed qualitatively and quantitatively using both single and double Linear Regression, with SPSS software, with the following result :

- 1. Result from hypotheses test show that all hypotheses can be accepted at 5% level of significance, and that reliability, assurance, tangibles, responsiveness and empathy variables statistically give a positive and significant influence toward customer satisfaction at PT Bina Guna Kimia.*
- 2. Based on simultant hypothesis analisis, was found that reliability, assurance, tangibles, responsiveness and empathy variables, all together influence toward customer satisfaction.*
- 3. An outcomes Influences of reliability, responsiveness, assurance, empathy and tangibles variables toward customer satisfaction was 66.8%, means there were others variable giving an influences which are not mentioned on this model.*
- 4. And Finally found that Reliability has the bigger influence toward customer satisfaction of the outcomes, followed by Assurance, Tanggible, Empathy and Responsivenes variables.*

An Input to this research was, Improving of Human resources quality through specific education and training, such as Customer Service Exelence and /or visit and study to similar or other company to learn more.

Company should also concerning to develop “Modern Queing System”, arrange parking area for better In and out flow, these are in order to improve customer satisfaction.